How **Globiva** Transformed **Customer Experience** for a Leading Kitchen Robotics Company

About Our Client

World's Youngest Kitchen Robotics Company

Our client is one of the world's youngest innovators in kitchen robotics. The company services 70,000 customers worldwide in countries like the USA, Canada, UK, Middle East, Hong Kong, Singapore, and Australia by automating commercial kitchens and the food industry more broadly, using flexible robotic technology.

The Challenge

Although the client was working with a Leading BPO to manage its customer service division, however, the company needed a work-flow solution that allowed modeling of complex customer experience and was struggling with other challenges such as:

- High resolution time
- Missed service Levels
- Low customer SAT
- Non Optimal business processes

In need of a partner that can solve customer experience-related problems, the company hired Globiva based on our proven experience and capability to reengineer the processes.

Our Solution

Gaining control of the process handled by the in-house teams of the client's company, we uncovered the process frictions such as bottlenecks and constraints. We quantified their effect on key performance indicators. We were able to help with the end-to-end ownership, gain operational efficiency, increase productivity, and close looping of customer issues at Globiva's level.

Use variant Gap analysis techniques to segregate different process variants along logical drivers to arrest the loose ends in the transaction's life cycle, causing a delay in resolution delivery, correlation between speed of resolution, and CSAT to cut down dependencies.

Setup fully equipped customer service desk at the Gurgaon facility to extract actionable insights to improve quality of service offer faster resolution delivery, better customer experience, and a cost-effective solution.

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The **Impact**

One of the most important technical requirements was integrating the BPM Suite into the existing IT infrastructure of the company. Globiva deployed the "Process Reengineering" framework, capable of assessing the Gaps in current process learning, reducing the dependencies during transaction processing, applying tools of process strengthening and correlation between resolution & C-SAT.

Deep-dives were also carried out for transaction life cycle and process flows to cut down the redundant branches.

The resultant actions helped reduce the transaction pending rate by 18% and WFC cases by 35%. Knowledge and skill enhancement tools deployed for advisors and customer education. We also achieved an increase in First time delivery and reduced customer contacts. This led to a reduction in agent error, and D-SAT went down from 55% to 20%.

Centralization of L3 processes and teams at Globiva for faster resolution and complete ownership of end-to-end resolution delivery. Eventually, consolidated all volumes across America, Middle east, Europe and ANZ and Globiva was made the exclusive partner.

Resolution time dropped to

< 48 hours

from an average of > 8 days

58% increase

in First Time Resolution scores

65% growth

in C-SAT scores

Globiva

Customer Acquisition

Customer Services

Customer Retention

Back-office Processing

Finance & Accounting

HRO & Staffing

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